

**Change a Light, Change the World 2007-2008**  
**Specialty CFL Promotion**

(PECI)

Revised: August 2007

**WHAT:** BPA is partnering with PEGI to launch a markdown promotion for fall and winter 2007/2008 for specialty bulbs. The promotion will begin September 15th, and run through May 31, 2008. During the fall (September through December), we will run only specialty bulbs so as not to compete with the Twist Promotion in the small rural markets. Twisters will be added to the promotion January through May 2008, when the other has ended.

**WHEN:** September 15th, 2007, through May 31, 2008.

**WHERE:** Big Box stores in BPA's service territory, including (additional retailers may participate in the winter):

Costco (43)  
Home Depot (71)  
Lowes (47)  
Walmart (97)  
BI-Mart(64)

**WHY:** For several reasons:

- To offer utilities an easy-to-operate opportunity to achieve residential sector energy savings
- To introduce high-quality specialty CFLs with low promotional pricing through participating retailers in the region, who already have these products on their shelves
- For market transformation of quality, high-end specialty bulbs

**Change-A-Light, Change the World - Fall 2007**  
**Twist Promotion**

(Fluid Market Strategies)

August 2007

**WHAT:** BPA is partnering with Fluid Market Strategies to launch a buy down promotion for fall 2007 on twist products. The promotion starts on September 1<sup>st</sup> 2007 and runs through December 1<sup>st</sup> 2007.

**WHEN:** September 1<sup>st</sup> 2007- December 1<sup>st</sup> 2007.

**WHERE:** Small independent hardware stores, grocery/drug stores, and mass merchants in the BPA service territory.

A-Boy (6)	Ace Hardware (56)
Albertsons (174)	Associated Grocers (104)
Big Lots (39)	Bi-Mart (65)
Food for Less (2)	Fred Meyer (120)
Hi-School Pharmacy (17)	Rite Aid (222)
Searing (1)	WinCo (34)
Thurman's (2)	True Value (75)
Wal-Mart (105)	
Grover's Electric and Plumbing (7)	
Jerry's Home Improvement (2)	

**WHY:**

- To offer utilities an opportunity to achieve residential sector energy savings
- To introduce high quality twist CFLs with low promotional pricing to retailers in the region
- To increase reach of energy savings to rural customers
- For market transformation of quality twist products

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 (PECI)

**COST:**

	Twist Lamp (Winter only)	Globe Lamp (vanity)	Reflector High Heat Certified Lamp (recessed cans)	3-Way Twist Lamp	A-Lamp (Looks like standard lamp)
Markdown	\$1.25	\$1.75	\$2.25	\$2.00	\$1.75
Administration	\$0.40	\$0.40	\$0.40	\$0.40	\$0.40
Total Cost	\$1.65	\$2.15	\$2.65	\$2.40	\$2.15

**CONSERVATION RATE CREDIT (CRC):**

\$2.50 per socket, plus CRC administration (or utility can self-fund)

**PRODUCT & PRICE:**

See accompanying spreadsheet for example (exact products and model numbers to be confirmed upon final negotiations with the manufacturers).

**FAQ's**

**Q: How can my utility sign up?**

**A:** Contact Teri Duncan/PECI at 503-595-4487 or e-mail TDuncan@peci.org.

**Q: How is this different from Savings with a Twist (SWAT)?**

**A:** This promotion will be very similar to SWAT in that all utilities are invited to participate and can claim credit for each bulb sold in their service territory. One difference is that SWAT was a buy-down program that involved manufacturers. Also, SWAT was designed to help transform markets in rural areas.

**Q: Who is eligible to participate?**

**A:** All regional electric utilities, including IOUs

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**COST:**

	Twist Lamp
Buy down	\$1.65
Administration	\$0.35
Total Cost	\$2.00

**CONSERVATION RATE CREDIT (CRC):**

\$2.50 per socket, plus CRC administration (or utility can self-fund)

**PRODUCT & PRICE:**

*Please see attached spreadsheet.*

**FAQ's**

**Q: How can I get my utility to sign up?**

**A:** Contact Megan McCabe/Fluid Market Strategies at 503-488-5729 or e-mail mmccabe@fluidms.com.

**Q: How is this different from Savings with A Twist (SWAT)?**

**A:** This promotion is the same as SWAT, the name has changed to Change-A-Light, Change the World. The name was changed to leverage national activities and marketing under the same name.

**Q: Who is eligible to participate?**

**A:** All regional electric utilities, including IOUs.

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(PECI)

**Q: How is bulb allocation determined?**

**A:** PEGI gives utility an estimate of the number of bulbs nearby stores might sell to the utility consumers. The utility then decides the number it wants to be responsible for. The participating utility will be invoiced only for the number sold up to that maximum. For example, PEGI may estimate that 60,000 bulbs can be sold to a utility's consumers. That utility may opt to take responsibility/contract for only 30,000. Then, BPA or another utility may provide funding to purchase the bulbs sold beyond the 30,000. If only 20,000 sell, the utility will be invoiced for 20,000.

**Q: Do utilities have to pay up front?**

**A:** No, each utility will be invoiced monthly, based on actual sales. Utilities have 30 days for payment of each invoice.

**Q: Can utilities get an estimate of sales for the stores in their territory?**

**A:** Yes, for specific reports, send the request to Matt Winthrop at PEGI ([MWinthrop@peci.org](mailto:MWinthrop@peci.org)).

**Q: What is the deadline to sign up to participate?**

**A:** Please sign up before **August 10, 2007**, in order to get the utility logo included in customized promotional materials. Utilities can participate if signed up by September 1, 2007, but there is no guarantee the utility logo will be included.

**Q: Will field services be provided?**

**A:** Yes, on a limited basis. PEGI field representatives will cover Washington, Oregon & Idaho. A large part of the coordination with retailers will be handled from the PEGI office.

**Change-A-Light, Change the World - Fall 2007**  
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**Q: How is bulb allocation determined?**

**A:** Fluid Market Strategies gives a utility an estimate of the number of bulbs that stores in their service territory who have signed up plan on selling to the utility's consumers. The utility then decides the total number of bulbs that it wants to be responsible for. The participating utility will be invoiced only for the number sold up to that maximum. For example, Fluid Market Strategies might estimate that 60,000 bulbs can be sold to a utilities consumer. That utility may opt to take responsibility/contract for that amount or request for only 30,000 instead. Then, BPA or another utility may provide funding to purchase the bulbs sold beyond the 30,000. If only 20,000 bulbs sell then the utility will be invoiced for 20,000,

**Q: Do utilities have to pay up front?**

**A:** Utilities must pay 50% of the allocated bulb costs up front. After that, the invoice for each month will be submitted to the utility within 10 days of receipt of retail sales data by Fluid Market Strategies, Inc. for the month prior.

**Q: Can utilities get an estimate of sales for the stores in their territory?**

**A:** Yes, for specific information please contact Megan McCabe at Fluid Market Strategies ([mmccabe@fluidms.com](mailto:mmccabe@fluidms.com))

**Q: What is the deadline to sign up to participate?:**

**A:** The deadline was initially set for July 20<sup>th</sup>- This was to ensure that utility logos would be included in the promotional materials. However, the program can agree for participants to join **by September 1, 2007**. If your utility has restraints we will aim to be flexible with this date.

**Q: Will field services be provided?**

**A:** Yes, included in the administrative fee.

**Change a Light, Change the World 2007-2008**  
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- Q: What would be a good way to promote the program?**  
**A:** Providing CFL educational pieces would be a great way to promote the program.
- Q: Is there a limit to the number of bulbs one can purchase?**  
**A:** No limit imposed because many homes have a large number of recessed cans to change out.
- Q: Will BPA be paying for bulbs sold in IOU territory?**  
**A:** No. The IOUs will purchase the bulbs and claim the credit just like any other participant.

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- Q: What would be a good way to promote the program?**  
**A:** Providing CFL educational pieces would be a great way to promote the program.
- Q: Is there a limit to the number of bulbs one can purchase?**  
**A:** No limit because small rural outlets are not likely to purchase mass quantities.
- Q: Will BPA be paying for bulbs sold in IOU territory?**  
**A:** No. The IOUs will purchase the bulbs and claim the credit just like any other participant.

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**PRODUCT & PRICE** (Sales Estimates by Retailer & Manufacturer)  
**Note: THIS LIST IS SUBJECT TO CHANGE**

Manufacturer	Retailer	Model/SKU	Description	Wattage	CFLs per pack	Regular Retail Price per pack	Markdown per CFL	Final Retail Price per pack	Final Retail Price/CFL
Feit	Costco	877397	R30 High Heat	15	4	\$12.39	\$2.25	\$3.39	\$0.85
Feit	Costco	877533	R40 High Heat	23	3	\$13.89	\$2.25	\$7.14	\$2.38
Feit	Costco	877748	PAR38 High Heat	23	3	\$14.59	\$2.25	\$7.84	\$2.61
Feit	Costco	175394	Globe	11	4	\$10.99	\$1.75	\$3.99	\$1.00
Feit	Wal-Mart	ESL15R30H	R30 High Heat	15	1	\$6.00	\$2.25	\$3.75	\$3.75
Feit	Wal-Mart	ESL16AT	A-lamp	15	1	\$3.79	\$1.75	\$2.04	\$2.04
Feit	Wal-Mart	ESL11GTMM	Globe	11	1	\$3.69	\$1.75	\$1.94	\$1.94
Feit	Lowe's	ESL15R30H	R30 High Heat	15	1	\$6.00	\$2.25	\$3.75	\$3.75
Feit	Lowe's	ESL16AT	A-lamp	11	1	\$3.79	\$1.75	\$2.04	\$2.04
Feit	Lowe's	ESL11GTMM	Globe	11	1	\$3.69	\$1.75	\$1.94	\$1.94
Feit	Home Depot	ESL15R30H	R30 High Heat	15	1	\$6.00	\$2.25	\$3.75	\$3.75
Feit	Home Depot	ESL16AT	A-lamp	11	1	\$3.79	\$1.75	\$2.04	\$2.04
Feit	Home Depot	ESL11GTMM	Globe	11	1	\$3.69	\$1.75	\$1.94	\$1.94
Feit	Bi-Mart	ESL15R30H	R30 High Heat	15	1	\$6.00	\$2.25	\$3.75	\$3.75
Feit	Bi-Mart	ESL16AT	A-lamp	15	1	\$3.79	\$1.75	\$2.04	\$2.04
Feit	Bi-Mart	ESL11GTMM	Globe	11	1	\$3.69	\$1.75	\$1.94	\$1.94
Feit	Bi-Mart	BPESL23R40H	R40 High Heat	23	1	\$5.49	\$2.25	\$3.24	\$3.24
Feit	Bi-Mart	BPESL23PAR38H	PAR38 High Heat	23	1	\$5.49	\$2.25	\$3.24	\$3.24
TCP	Home Depot	963699	A-Lamp	9	2	\$7.97	\$1.75	\$4.47	\$2.24
TCP	Home Depot	964196	G25 Globe	14	2	\$9.97	\$1.75	\$6.47	\$3.24
TCP	Home Depot	964790	G25 Globe	9	2	\$9.97	\$1.75	\$6.47	\$3.24
TCP	Home Depot	967034	A-Lamp	14	2	\$7.97	\$1.75	\$4.47	\$2.24
TCP	Home Depot	158550	3 Watt (15W) CC** Candelabra	3	1	\$6.47	\$2.25	\$4.22	\$4.22
Sylvania	Lowe's	29392	30 Watt Mini Twist	30	1	\$8.98	\$2.00	\$6.98	\$6.98
Sylvania	Lowe's	29698/29349	Mini Twist 3-Way	12/19/2028	1	\$9.88	\$2.00	\$7.88	\$7.88
Sylvania	Lowe's	29485/29345	A-Lamp	14	1	\$6.85	\$2.00	\$4.85	\$4.85
Sylvania	Lowe's	29481	40 Watt Full Twist	40	1	\$9.98	\$2.00	\$7.98	\$7.98

\*HH = high heat reflector lamps (recessed can lights); HH indicates the lamp passed performance testing by Pacific Northwest National Labs.

\*\*Cold cathode, no ENERGY STAR specification

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<b>Retailer</b>	<b>Manufacturer</b>	<b>SKU1 Model #</b>	<b>SKU1 Watts</b>	<b>SKU2 Model #</b>	<b>SKU 2 Watts</b>	<b>SKU3 Model #</b>	<b>SKU 3 Watts</b>
Bi-Mart	Feit	CE13T	13	ESL23TM	23		
Wal-Mart	Feit	CE13T	13	ESL23TM	23		
Rite Aid	GE	15516	20	15517	26		
True Value	GE	41520	15	15516	20		
ACE	GE	41520	15	15516	20	15517	26
Big Lots	Greenlite	13W/ELS-M	13	20W/ELS-M/Z	20		
Albertsons	LOA	2714	15	2725	23		
Wal-Mart	LOA	2714	15	2725	23		
Food For Less	Maxlite	HCS13WW/TR	13	HCS18WW/TR	18	MLM25SWW/TR	25
Fred Meyer	Maxlite	HCS13WW/TR	13	HCS18WW/TR	18	MLM25SWW/TR	25
Winco	Maxlite	HCS13WW/TR	13	HCS18WW/TR	18	MLM25SWW/TR	25
Hi-School	Maxlite	HCS13WW/TR	13	HCS18WW/TR	18	MLM25SWW/TR	25
AG	Sylvania	CF20EL/mini/1/bl	20				
Thurmans	Sylvania	CF20EL/mini/1/bl	20				
A-Boy	TCP	76014	14	76020	20	76023	23
Grovers	TCP	76014	14	76020	20	76023	23
Jerry's	TCP	76014	14	76020	20	76023	23

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**CONTACTS**

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